

KPFA

V-17
1954

PROGRAM

FOLIO

NOVEMBER 14

NOVEMBER 27

94.1 MEGACYCLES

FM CHANNEL 231

Report to the Listener . . .

Pacifica Foundation, which owns and operates KPFA, has been re-organized, and fourteen excellent new members have been elected.

The new Committee of Directors is comprised of Frank N. Freeman, Chairman; Lewis Hill, President; Robert Schutz, Vice-President; Karl Zapf, Treasurer; Felix Greene, Charles Prael and Harold Winkler. Gertrude Chiarito is the Secretary.

The station has received the remainder of the third year grant from the Fund for Adult Education, a total of \$13,850. Your subscriptions, figured to increase at a conservative rate, plus this subsidy, will keep KPFA on the air for the remainder of this year.

There is hope that a deficit of \$10,000 in the first three months of next year can be covered by capital contributions, to give time for the initiation of special projects designed to be supported by foundations and individuals. These projects when supported will not only help meet the anticipated deficit of \$33,000 for 1955, but will extend KPFA's services in many ways to its subscribers.

The deficit is figured on the basis of no increase in salaries at KPFA—the top salary being \$84 a week. The budget envisions a slightly more adequate staff, which will improve the program quality and to some extent relieve the present staff of a killing burden of work.

(Continued on Page 8)

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BROADCAST HOURS: 5 p.m. - 11 p.m. Daily. Saturday and Sunday 12:00 noon - 11 p.m.
Rebroadcasts (listed in small type) Wednesday Through Sunday 9 a.m. - 12 noon
Numbers in parenthesis denote date of rebroadcast.

SUNDAY, November 14

9:00 Second Concert (Nov. 13)
10:20 The Lady's Not for Burning (Nov. 11)

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5:00 FIRST CONCERT

HANDEL Concerto in B Flat Major,
for Harp and Orchestra (Vito, Ens)

HAYDN Dances for the Redoutensaal
(Vienna State Opera Orch-Gilles-
berger)

PLEYEL Symphonie Concertante #5
(Paris Ens-de Froment)

6:15 **THE PICKWICK PAPERS:** Charles
Dickens. Tenth in a series of readings
by Father Joseph Fulton, Dominican
College of St. Alberts.

7:00 **MUSIC AND FOLKLORE:** Henry
(18) Jacobs.

7:30 **JOHN KEATS:** Readings, with com-
mentary, by Byron Bryant. Second
program.

8:00 **GOLDEN VOICES:** Anthony Boucher.
(24) Pol Plançon, bass (1855-1914) (re-
cordings of 1903-1908).

THOMAS Le Caïd: Air du tambour-
major

MEYERBEER L'étoile du Nord: O jours
heureux!

THOMAS Mignon: Berceuse

VERDI Don Carlo: Elle ne m'aime pas

BELLINI La sonnambula: Vi ravviso

FLEGIER Le cor

ADAM Le châlet: Vallons de
l'Helvétie

8:30 **THE LITTLE SYMPHONY** under the
direction of Gregory Millar, broadcast
from the Berkeley Little Theater.

HANDEL Agrippina Overture

DVORAK Serenade for Strings, Op. 22

BACH Brandenburg Concerto #2

Intermission

VIVALDI La Tempesta di Mare

SHOSTAKOVITCH Piano Concerto,
Op. 35

Roy Bogas, piano

10:15 **THE SOFT-COVER WORLD:** Bill
Eisenlord talks about paper-back
books.

MONDAY, November 15

5:00 **THE WORLD OF CHILDREN:** Lori
Campbell.

5:15 **THE GLAMMER BEAR:** Eric St. Clair.

5:30 **KEYBOARD CONCERT:** Gertrude
Chiarito.

5:45 **THE WAY OF THE WEATHER:** Bill
Reifsnnyder, meteorologist, talks about
the weather.

6:05 FIRST CONCERT

(17) J. C. BACH Symphony D Major
(Lamoureux Orch-Colombo)

BEETHOVEN Piano Concerto #1

(Serkin-Philadelphia Or-Ormandy)

STRAVINSKY Cantata (1952)

(Tourel, Cuénod, NY Concert Choir)

7:25 MISCELLANY

7:35 **COMMENTARY:** Alan Watts.

7:50 **STUDIO CONCERT** Marvin Tartak,
piano.

BACH Prelude and Fugue in D Major,
from W.T.C., Bk. II

HAYDN Sonata in A Flat Major

IMBRIE Sonata for Piano (1947)

SCHUMANN Concert Ohne Orchester,
Op. 14

8:50 **CHINA TODAY:** First of two inter-
(27) views with William Hinton, agricul-
tural expert, recently returned from
China.

9:20 ANNA RUSSELL SINGS: A guide to (20) concert audiences by the international comedienne.

10:15 SECOND CONCERT

GIBBONS Fantazias, #1 and #2

(New Music Quartet)

LOCKE Consort For Viols #6

(New Music Quartet)

PURCELL Trio Sonatas #11 and #12
from First Set (Merckel, Alès,
Navarra, Nef)

TUESDAY, November 16

5:00 COME SING WITH ME: Rolf Cahn.

5:15 A TELL-ME-AGAIN TALE: Stella Toogood.

5:30 CHOOSE A TUNE: Carole Lee plays works of Rachmaninoff and Peter de Rose.

5:45 JOSEPHINE GARDNER: Stories told from memory.

6:05 FIRST CONCERT

(18) SCHUMANN Symphony #1 in B \flat
"Spring" (Cleveland Orch-Leinsdorf)

VAUGHAN WILLIAMS Job
(London Phil-Boult)

7:25 MISCELLANY

7:35 COMMENTARY: William Clark.

7:50 CHILDREN AND THEIR PARENTS

(24) Sophia de Vries, psychologist, with Barbara Simpson, Adele and Josiah Lancaster, Lilian and Gus Gendler.

8:20 JAZZ: History and development.
(26) Philip F. Elwood.

8:50 BRITISH WEEKLIES: A review from the BBC.

9:05 THE GENERATION OF 1940: Pierre Seghers, Gilbert Trolliet, Lucien Becker and Edith Boissonnas. Fifth of a series of readings, with commentary, by Francis J. Carmody, professor of French, University of California.

9:40 SECOND CONCERT

(20) BEETHOVEN Egmont Incidental Music (Laszlo, Liewehr, Vienna Opera Orch-Scherchen)

SESSIONS Symphony #2
(NY Phil-Mitropoulos)

WEDNESDAY, November 17

9:00 First concert (Nov. 15)

10:20 Children and their Parents (Nov. 2)

10:50 Style in Modern Music (Nov. 3)

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5:00 THE WORLD OF CHILDREN: Lori Campbell.

5:15 STORIES FROM FARAWAY: Rachmael ben Avram.

5:30 WINDY AIRS: Gertrude Chiarito.

5:45 ONCE UPON A TIME

6:05 FIRST CONCERT

MILHAUD Suite for Band

(US Military Academy Band)

STRAVINSKY Symphony for Winds

(US Military Academy Band)

HINDEMITH Symphony for Band

(US Military Academy Band)

7:25 MISCELLANY

7:35 COMMENTARY: Felix Greene.

7:50 INTERVIEW WITH FRANK CAPRA

(20) The director of "It Happened One Night," "Lost Horizon," and "You Can't Take It With You," talks with Al Covaia.

8:20 ARTISTS CONCERT William O. Smith, Clarinet; Raymond Ojeda, Bassoon

BEETHOVEN Duo for Clarinet and Bassoon

POULENC Sonata for Clarinet and Bassoon

LELAND SMITH Duo for Clarinet and Bassoon

9:10 CHINA TODAY: Second of two interviews with William Hinton, agricultural expert, recently returned from China.

9:40 SECOND CONCERT

BACH The Musical Offering
(Soloists-Scherchen)

10:30 THE FILM: Michael Grieg and Welton Kees.

THURSDAY, November 18

9:00 First Concert (Nov. 16)

10:20 Man in Society (Nov. 4)

10:50 Music and Folklore (Nov. 14)

11:20 The Soft-Cover World (Nov. 7)

12:00 Noon Concert: Haydn Trios.

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5:00 COME SING WITH ME: Rolf Cahn.

5:15 A TELL-ME-AGAIN TALE: Stella Toogood.

5:30 MUSIC AND SOUND: Steven Guralnick and Jimmy Cano.

5:45 JOSEPHINE GARDNER: Stories told from memory.

6:05 FIRST CONCERT

(19) TELEMANN Suite in A Minor, Flute and Strings (Barwahser, Vienna Symph-Paumgartner)

MOZART Divertimento #16 K. 289
(Vienna Symph Winds-Paumgartner)

SCHUBERT Rondo in A for Violin and Strings (Kamper-Vienna Konzerthaus Quartet)

7:25 MISCELLANY**7:35 COMMENTARY:** Brent Bozell.**7:50 FOLK SONGS:** An interview with Barbara Dane, and Mrs. Bessie Mercer, member of a singing Tennessee family.**8:20 MAN AND SOCIETY:** Ephraim Fischhoff; with Byron Bryant, Helen Formos, Manfred Wolfson and Henry Kariel.**8:50 HAMLET:** By William Shakespeare. A Theatre Guild production with John Gielgud, Dorothy McGuire and Pamela Brown.**10:10 SECOND CONCERT**

ORFF Carmina Burana (Soloists, Bavarian Radio Chorus and Orch-Jochum)

FRIDAY, November 199:00 First Concert (Nov. 18)
10:20 Our Unadmitted Revolution (Nov. 8)
11:20 Contemporary Jazz (Nov. 9)

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5:00 LECTURES 'N' STUFF: An "open studio" program with Sam Holmes, Patricia Sills, Polly Davis, Nicholas (the Commentator) Gerson, and guests.**5:30 PHONIC AND SUPERPHONIC:** Gertrude Chiarito and Jimmy Cano.**5:45 FOREST LORE:** Jack Parker, naturalist for the East Bay Regional Parks.**6:05 FIRST CONCERT**

(21) BOCCHERINI Sinfonia Concertante in G Major (London Baroque Ensemble)

WEBER Piano Concerto #2 in E Flat (Wührer, Pro Musica Orch-Swarowsky)

7:20 SYMPHONY CRITIQUE: Alan Rich (21) discusses the current offering of the San Francisco Symphony.**7:35 MEDICAL CARE COMMENTARY:** Dr. E. Richard Weirnerman.**7:50 MISSION TO GREECE:** An interview with Walter Packard, recently returned from a United States project in Greece.**8:20 RECORD REVIEW:** Rolf Cahn discusses some of the more important recent folk music releases.**8:50 JULIAN HUXLEY** speaks on "Man's (21) Place and Role in the Evolutionary Process." (University of California Lecture)**9:50 SECOND CONCERT**BERG Chamber Concerto
(Pro Musica Orch-Strickland)**10:30 BOOKS:** Kenneth Rexroth.**SATURDAY, November 20**9:00 Second Concert (Nov. 16)
10:20 The Pickwick Papers (Nov. 7)
10:45 Anna Russel Sings (Nov. 15)
11:40 Interview with Frank Capra (Nov. 17)

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12:00 PROGRAM REVIEW**12:10 FOLK MUSIC****1:00 A MIDSUMMER NIGHT'S DREAM**
By William Shakespeare. The Old Vic production, directed by Michael Bent-hall.**3:30 THE REITH LECTURES—1953**

First in a series of talks by Dr. J. Robert Oppenheimer on the subject "Science and the Common Understanding."

4:00 AFTERNOON CONCERT**5:00 SNAPS AND SNAILS** and puppy-dog tales. Also Dave Bortin and his guitar.**5:30 FOLK SONGS:** Barry Olivier and Merritt Herring.**5:45 ONCE UPON A TIME****6:05 FIRST CONCERT**SCHUBERT Octet
(Vienna Konzerthaus Octet)**7:00 MOONFLEET:** An adventure story by J. Meade Falkner. Read by Chuck Levy.**7:30 COMMENTARY:** Bernard Kronick.**7:45 ST. CECILIA AND THE SHOVEL**

A program of British folk songs about work compiled by Ewan MacColl.

8:15 SCHOOL AFFILIATION: Orville Sipe and Virginia Heck discuss the exchange of letters, pictures, students and teachers with Herr Gert Müller, elementary school principal of Berlin.**8:45 LIVING BALLADS:** A selection of traditional British folk songs compiled by Ewan MacColl.**9:15 W. H. O. AND HEALTH IN INDIA**
A talk by Madame Rajkumari Amrit Kaur, Minister of Health for India.**9:45 REPORT TO THE LISTENERS****10:00 CONCERTGEBOUW** Orchestral music played by the Amsterdam Orchestra.
BEETHOVEN Leonore Overture #2
DEBUSSY Iberia
LANDRÉ Four Symphonic Movements

SUNDAY, November 21

9:00 First Concert (Nov. 19)
 10:15 Julian Huxley (Nov. 19)
 11:15 Boys' Voices (Nov. 9)
 11:45 Symphony Critique (Nov. 19)

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12:00 PROGRAM REVIEW

12:10 LOHENGRIN, by Richard Wagner.
 The complete opera, performed by the Bayreuth Festival Chorus and Orchestra, conducted by Joseph Keilberth.

Elenore Steber, Elsa
 Astrid Varnay, Ortrud
 Wolfgang Windgassen, Lohengrin

4:40 THE COOPER UNION FORUM

Haldore Hanson, director of the technical assistance program for Asia, speaks on "The Challenge in Asia." (NAEB)

5:25 FIRST CONCERT

CHARPENTIER Magnificat
 (Chorale Juenesses Musicales)
 CAMBINI Cantata, "Andromaque"
 (Tyler, Italian Chamber Orch-Jenkins)

6:30 THE PICKWICK PAPERS: Charles Dickens. Eleventh in a series of readings by Father Joseph Fulton, Dominican College of St. Alberts.

7:20 MUSIC AND FOLKLORE: Henry (25) Jacobs.

7:50 THE HACS AND THE HIVINIZIKIS
 A reading, by Vincent McHugh, from Henri Michaux' poems about imaginary countries, in the translation by Richard Ellmann.

8:20 GOLDEN VOICES: Anthony Boucher. Hina Spani, soprano (1896-) (recordings of 1926-1928)

CATALANI La Wally: Ebben, ne andrò sola e lontana

VERDI Il trovatore: D'amor sull'ali rosee

MASSENET Manon: Addio, piccolo

CACCINI Amarilli

SCARLATTI Se Florindo è fedele

VERDI Otello: Love duet (Giovanni Zenatello)

8:50 THE SOFT-COVER WORLD

Bill Eisenlord talks about paper-back books.

9:30 SECOND CONCERT

BARTOK String Quartet #1
 (Juilliard Quartet)
 MOZART Quartet in C Major, K. 465
 (Roth Quartet)
 SCHOENBERG Suite, Op. 29
 (Ens-Schuller)

MONDAY, November 22

5:00 THE WORLD OF CHILDREN: Lori Campbell.

5:15 THE BEAR WITH FLINT NERVES
 Eric St. Clair.

5:30 KEYBOARD CONCERT: Gertrude Chiarito.

5:45 THE WAY OF THE WEATHER: Bill Reifsnnyder, meteorologist, talks about the weather.

6:05 FIRST CONCERT

(24) MOZART Sinfonia Concertante in E \flat Major, K. Anh. 9

(Phil Orch-von Karajan)

LISZT Tasso

(Berlin Phil-Zaun)

BUSONI Clarinet Concerto

(Sisillo, Scarlatti Orch-Carraciola)

7:25 MISCELLANY**7:35 COMMENTARY**

7:50 RECORD REVIEW: Alan Rich discusses some of the more important recent classical releases.

8:20 THE WINTER'S TALE: By William Shakespeare. A BBC World Theatre production.

10:10 SECOND CONCERT

BACH Goldberg Variations
 (Kirkpatrick)

TUESDAY, November 23

5:00 COME SING WITH ME: Rolf Cahn.

5:15 A TELL-ME-AGAIN TALE: Stella Toogood.

5:30 CHOOSE A TUNE

5:45 JOSEPHINE GARDNER: Stories told from memory.

6:05 FIRST CONCERT

(25) DITTERSDORF Harp Concerto in A \flat
 (Helmis, Berlin Radio Orch-Haarth)

BEETHOVEN Octet in E \flat , Op. 103

(Vienna Phil Wind Group)

DELLO JOIO Concert for Harp and Orch

(Vito, Little Symph-Scherman)

7:25 MISCELLANY

7:35 COMMENTARY: Victor Rosenblum.

7:50 MARK SCHORER speaks on "The (25) Writer in the Twentieth Century." (Oakland Public Library lecture)

8:50 THE SHAPE OF MUSIC: A discussion of melody, with musical illustrations, by Robert Erickson. Part Two.

9:50 COLUMBUS: By Fred Safier. Third in a series of readings from a new work.

10:15 BRITISH WEEKLIES: A review from (25) the BBC.

10:30 CONTEMPORARY JAZZ: Bill Loughborough.

WEDNESDAY, November 24

- 9:00 First Concert (Nov. 22)
 10:20 The Generation of 1940 (Nov. 16)
 10:55 Golden Voices (Nov. 14)
 11:25 Children and their Parents (Nov. 16)

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5:00 THE WORLD OF CHILDREN: Lori Campbell.

5:15 STORIES FROM FARAWAY: Told by Rachmael ben Avram.

5:30 WINDY AIRS: Gertrude Chiarito.

5:45 ONCE UPON A TIME

6:05 FIRST CONCERT

- (26) MOZART Quintet in G Minor, K. 516
 (Gilbert, Griller Quartet)
 BEETHOVEN Quartet in B \flat Major,
 Op. 18 #6 (Budapest Quartet)
 SHOSTAKOVITCH Piano Quintet,
 Op. 57 (Norton, Juilliard Quartet)

7:25 MISCELLANY

7:35 COMMENTARY: Felix Greene.

7:50 MEN AND ISSUES: Robert Schutz interviews Heberto Sein concerning the little nations in the United Nations.

8:20 CONCERT PREVIEW

8:50 THE CHALLENGE IN EUROPE: A
 (26) talk by Hans Simons, president, New School for Social Research. (NAEB—Cooper Union Forum)

9:50 SECOND CONCERT

- REGER Serenade Op. 95
 (Amsterdam Orch-Jochum)
 HARRIS Symphony #5
 (Pittsburgh Symph-Steinberg)

THURSDAY, November 25

- 9:00 First Concert (Nov. 23)
 10:20 Mark Schorer (Nov. 23)
 11:20 British Weeklies (Nov. 23)
 11:35 Music and Folklore (Nov. 21)
 12:00 Noon Concert: Mozart and Bach Sonatas

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5:00 COME SING WITH ME: Rolf Cahn.

5:15 A TELL-ME-AGAIN TALE: Stella Toogood.

5:30 MUSIC AND SOUND: Steven Guralnick and Jimmy Cano.

5:45 JOSEPHINE GARDNER: Stories told from memory.

6:05 FIRST CONCERT

- (27) BERLIOZ L'Enfance du Christ
 (Soloists, Raymond St. Paul Chorus,
 Paris Conservatory Orch-Cluytens)

7:25 MISCELLANY

7:35 COMMENTARY: Gene Marine.

7:50 THE STRUCTURE OF THE UNIVERSE

- (27) Dr. Hermann Bondi, professor of applied mathematics, King's College, London University, explains his cosmology.

8:50 FOLK SONGS: Jack Elliott, a disciple of Woody Guthrie.

9:20 THE YELLOW WALLPAPER: A short story by Charlotte Perkins Gilman. Read by Virginia Maynard.

10:00 SECOND CONCERT

An Artur Schnabel Concert.

- SCHUBERT Impromptus, Op. 142
 BEETHOVEN Sonata #26, E \flat Major,
 Op. 81a

FRIDAY, November 26

- 9:00 First Concert (Nov. 24)
 10:20 The Challenge in Europe (Nov. 24)
 11:20 Jazz: History and Development (Nov. 16)

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5:00 LECTURES 'N' STUFF: An "open studio" program with Sam Holmes, Patricia Sills, Polly Davis, Nicholas (the Commentator) Gerson, and guests.

5:30 PHONIC AND SUPERPHONIC: Gertrude Chiarito and Jimmy Cano.

5:45 FOREST LORE: Jack Parker, naturalist for the East Bay Regional Parks.

6:00 CALENDAR OF EVENTS: Alan Tory and Jane Rawson.

6:20 FIRST CONCERT

- ROUSSEL Quartet in D Major, Op. 45
 (Loewenguth Quartet)
 RAVEL Sonata for Violin and Cello
 (Pascal Quartet members)
 POULENC Sextet for Piano and Winds
 (Lurie, Fine Arts Ens.)

7:20 SYMPHONY CRITIQUE: Alan Rich
 (28) discusses the current offering of the San Francisco Symphony.

7:35 COMMENTARY: Americo Chiarito.

7:50 THE CUCKOO: The natural, literary, and legendary history of a creature of curious life and mixed reputation. Written for the BBC by Geoffrey Grigson and James Fisher.

8:20 ARTISTS CONCERT: Anne Kish, violin; Mary James, viola.
 MICHAEL HAYDN Duet for Violin and Viola in E Major
 JOSEPH HAYDN Duet for Violin and Viola in C Major, Op. 93 #1

9:05 BOOKS: Kenneth Rexroth.

9:35 SECOND CONCERT

- (28) HANDEL Concerto Grosso Op. 6 #10
 (Boyd Neel Orch)
 DVORAK Cello Concerto, B Minor,
 Op. 104
 (Piatagorsky, Philadelphia Orch-Ormandy)
 BLOCH Concerto Grosso
 (Franklin, Pittsburgh Symph-Reiner)

SATURDAY, November 27

- 9:00 First Concert (Nov. 25)
 10:20 The Structure of the Universe (Nov. 25)
 11:20 China Today (Nov. 15)

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12:00 PROGRAM REVIEW**12:10 FOLK MUSIC**

1:00 ROMEO AND JULIET: By William Shakespeare. The Old Vic Theatre production.

3:30 THE REITH LECTURES—1953

Second in a series of talks by Dr. J. Robert Oppenheimer on the subject "Science and the Common Understanding."

4:00 AFTERNOON CONCERT

5:00 SNAPS AND SNAILS and puppy-dog tales. Also Dave Bortin and his guitar.

5:30 FOLK SONGS: Barry Olivier and Merritt Herring.

5:45 ONCE UPON A TIME**6:05 FIRST CONCERT**

HINDEMITH Piano Sonata #2
 (Rappaport)

MARTIN Four Sonnets A Cassandre
 (Rankin, Goldberg, Walden Quartet members)

DALLAPICCOLA Quaderno Musicale
 de Annalibera (Persichetti)

7:00 MOONFLEET: An adventure story by J. Meade Falkner. Read by Chuck Levy. Part four.

7:35 COMMENTARY: Franklin Williams.

7:50 THE LIVING THEATER: A discussion of the "Stanislavsky Method," by Herbert Blau, Actors' Workshop; Loren Gage, Interplayers; and Rachmael ben Avram, Company of the Golden Hind.

8:30 JOHN BROWN'S BODY: By Stephen Vincent Benet. The Paul Gregory production with Tyrone Power, Judith Anderson and Raymond Massey.

10:30 SECOND CONCERT

Music for Recorder, played by Carl Dolmetsch, recorder; Joseph Saxby, harpsichord.

HANDEL Sonata in A Minor

DANIEL PURCELL Divisions on a Ground.

COUPERIN Le Rossignol en Amour

To protect subscribers against mailing delays, the first day of the next Folio is included below.

SUNDAY, November 28

- 9:00 Second Concert (Nov. 26)
 10:25 China Today (Nov. 17)
 10:55 Symphony Critique (No. 26)
 11:10 The Yellow Wallpaper (Nov. 25)

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12:00 PROGRAM REVIEW

12:10 FALSTAFF: By Giuseppe Verdi, in a performance by the NBC Symphony Orchestra, The Robert Shaw Chorale and soloists, conducted by Arturo Toscanini.

Falstaff, Giuseppe Valdengo

Fenton, Antonio Madasi

Ford, Frank Guarrera

Dr. Caius, Gabor Carelli

Bardolph, John Carmen Rossi

Pistol, Norman Scott

Mistress, Ford, Herva Nelli

Nannetta, Teresa Stich-Randall

Mistress Ford, Herva Nelli

Mistress Quickly, Cloe Elmo

2:40 RECORD REVIEW: Alan Rich.

3:10 AFTERNOON CONCERT

4:10 THE IMPORTANCE OF BEING EARNEST: By Oscar Wilde. With John Gielgud and Maurice Evans.

6:10 FIRST CONCERT

BRAHMS Sextet in B \flat Major, Op. 18
 (Stangler, Weiss, Vienna Konzerthaus Quartet)

7:00 THE PICKWICK PAPERS: Charles Dickens. Twelfth in a series of readings by Father Joseph Fulton, Dominican College of St. Alberts.

7:20 MUSIC AND FOLKLORE: Henry Jacobs.

7:50 UPON A BRAID OF HAIR IN A HEART: A choice of love poems by John Donne and Henry King, read by Vincent McHugh.

8:20 GOLDEN VOICES: Anthony Boucher. Giovanni Martinelli, tenor (1885-) (recordings of 1916-1927) excerpts from Rossini's William Tell and Halévy's La juive.

8:50 THE SOFT-COVER WORLD: Bill Eisenlord talks about paper-back books.

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BERKELEY, CALIF.

Permit No. 219

The 1955 budget is based on an increase in total subscriptions to 4500 by the end of 1955. There are now 3300. It is expected that lost ground will be regained, and subscriptions will reach 3500 by the end of this year. The gain of 1000 subscriptions is in line with gains of 1000 per year in 1951-2, and 1952-3. The goal requires, with KPFA's excellent renewal rate of 70%, 2050 new subscriptions in 1955. KPFA needs, then, one new subscription from you in 1955 besides your own. And every listener a subscriber.

There is an intention to make the *Folio* an 80-page monthly journal of literature and opinion, with advertising accepted to meet the publishing costs. This would remove \$400 per month from the operating budget. The *Folio* will publish some of the better programs you hear on the air, as well as entirely new material for later broadcast. It will have a small national circulation outside the signal area.

With this *Folio*, KPFA announces the addition of two full broadcast days to the present schedule. Beginning Saturday, November 20, you can hear KPFA all day Saturday and Sunday.

After five years on the air, KPFA is well down the road toward permanence and new dimensions of service. All these exciting new developments rest on the bedrock of subscriptions and their accelerating growth. How fast the rest of the distance is covered depends upon you, the subscriber, and KPFA's community of listeners paying—and paving the way.